

Human cyber risk management

SECURITY AWARENESS,
BEHAVIOUR & CULTURE

WWW.CYBSAFE.COM



What is CybSafe?

CybSafe is a British cyber security and data analytics company. We provide human cyber risk management solutions through an intelligent SaaS platform.

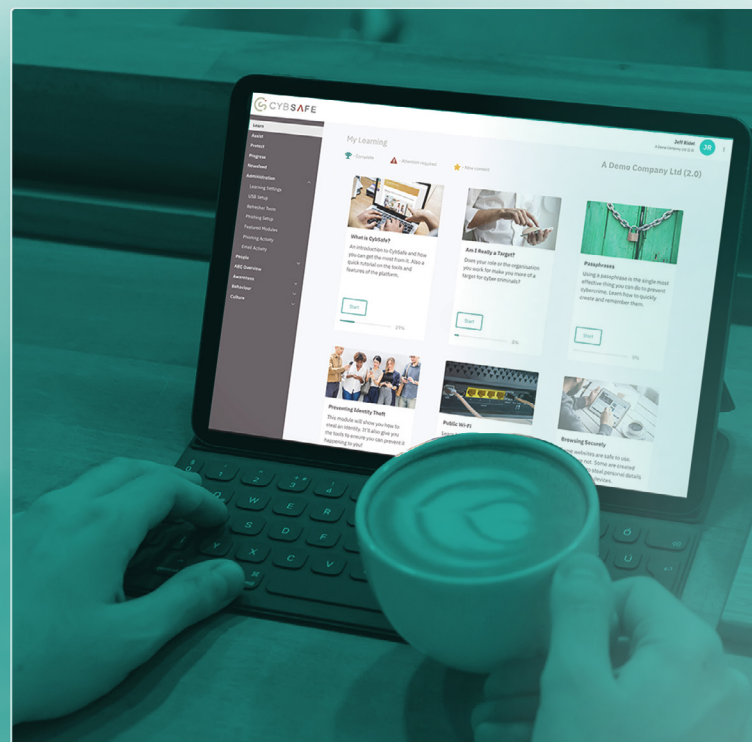
Our solutions focus on security Awareness, Behaviour & Culture, which help you make better decisions about human cyber risk and resilience.

Plus, it makes your risk management activities more efficient, giving you back time to focus on other aspects of your job.

CybSafe is used by governments, public and private sector organisations. It goes beyond only training people about cyber security. Alongside training, it gives technology users security support & advice when they need it. It also gives security and IT teams the tools they need to influence and reduce human cyber risk.

CybSafe is designed and developed by a diverse team. Our team includes former UK Government cyber security specialists, behavioural scientists, data scientists, software engineers and other dedicated professionals. All are passionate about making the world a better place by helping people to be safe online.

Reduce security incidents caused by human error.





Oz Alashe MBE - Oz is a former Lieutenant Colonel in the British Army and UK Special Forces. His background gives him a unique insight into the socio-technical realities of cyber security and the sensitivities around changing human behaviour. Oz is the CEO and founder of CybSafe.



Dr John Blythe - John Blythe is Head of Behavioural Science at CybSafe and a Chartered Psychologist with the British Psychological Society. He has a PhD in psychology and over eight years' experience in researching the connections between people and cyber security. John is passionate about helping people use technology in the most effective, safe and productive way they can.



Joe Giddens - Joe is Head of Content at CybSafe. He's a former specialist detective in the Metropolitan Police Cybercrime Unit, where he was responsible for the investigation, detection and prevention of complex online fraud and cybercrime. Joe enjoys taking complicated security ideas and making them simple.



Jonathan Webster - Jonathan is CybSafe's Chief Technology Officer. He leads the development of the CybSafe Platform. He has extensive enterprise experience that includes working with HM Government Digital Services, where he led on several innovative projects for the Home Office. Jonathan's team ensures that CybSafe is incredible, scales to match fast-growing customer demand and continues to be an industry-leading solution.

What's it used for?



Security Awareness Training certified by the NCSC and CIISec



This is a short, focused security awareness training course. It's designed to provide people with all the tools and information they need. The course empowers people to protect themselves, their organisations and their families online.

The course has been developed to the highest accreditation standards; standards maintained by **NCSC Certified Training** and the **Chartered Institute of Information Security (CIISec)**. Both provide a benchmark for the quality and delivery of cyber security training. CybSafe is certified through this process every year.

Additionally, all content and features go through extensive scientific testing by in-house psychologists. Upon completion, your people can earn their very own **Certification of Security Awareness**.

Completion of the certified course will prove compliance with the GDPR, the UK Data Protection Act 2018 and the NIS Directive.



Cyber Security Behaviour Risk Management from CybSafe Behaviour-IQ & CybSafe Nudge-IQ



There are many challenges in measuring and reducing the risk associated with security behaviours. **Behaviour-IQ** helps overcome them, so that human cyber risk can be better managed.

Behaviour-IQ combines multiple data sources to measure security behaviour risks. It looks at CybSafe platform data. It looks at data from sources like SIEMs, email gateways, firewalls and password managers.

It ingests the data via API. It also makes use of security behaviour data provided in CSV uploads. Behaviour-IQ leverages information from the world's most comprehensive security behaviour database - SebDB.

This means you can **see people's security behaviours**. And you see the extent to which behaviours occur, resulting risks and risk-reduction opportunities.

We obsess about data. We use it to help you make better decisions about human cyber risk.



Intelligent Phishing & Social Engineering Simulations from CybSafe Sim-IQ

Sim-IQ helps reduce phishing risks. It does so using intelligent attack simulations and interactive content. This unique approach helps improve how people respond to phishing.

The tool uses phishing emails that have been mapped against a set of emotional drivers. This reveals not just **who has clicked**, but also **why a person clicked**.

CybSafe also includes some other intelligent behaviour interventions. They're designed to drive lasting, positive changes in behaviour. Things like passphrases, incident reporting and USB behaviour, for example. Plus measurements in security engagement, Wi-Fi use, social engineering, browsing habits and more.

We are always testing and adding intelligent security behaviour interventions to the platform.



Dynamic User Advice, Support & Assistance Tools from CybSafe Assist, CybSafe Protect & CybSafe Newsfeed

Training in isolation rarely leads to behaviour change. Assist and Protect bridge the gap between security awareness training and cyber security policies. They provide advice on what to do in different security situations.

Assist provides just-in-time help, cyber advice and guidance. **Protect** gives people a security behaviours and a habits checklist. Combined, your people have an on-demand set of resources. To help them set goals. And help them practice the behaviours that will keep them, and your organisation, safe. They're also accessible through our mobile app for iOS and Android, **CybSafe Connect**.

These support and assistance tools are used more than once a week by a majority of CybSafe users.



Cyber Security Culture Assessment & Sentiment Analysis from CybSafe Culture-IQ & CybSafe Sentiment-IQ

Security culture is the invisible glue that links all your security awareness activities. It's the thing that **makes secure behaviours possible** in your team.

Culture-IQ and **Sentiment-IQ** helps measure security culture. They show what can be done to make it better.

A cyber security culture assessment helps predict where risky behaviour will occur. And anonymous sentiment data help illuminate the causes.

Culture-IQ is a great way to baseline your security culture. That way you can plan your security awareness programme around improving specific areas.

The CybSafe Community

Our community is more than just our customers. It's the researchers, security practitioners and policy makers too. Some of the organisations we work with include:



Testimonials

...and don't just take our word for it, here's what some of our customers say!

"The content's in small chunks that are manageable. You can make the training relevant to each and every user and we've seen that have a big impact on engagement."

- Brett Walmsley Chief Information Security Officer, **Bolton NHS Foundation Trust**

"CybSafe has provided exactly what we need to manage our human risk, and has given us the space to develop other areas of our cyber security strategy."

- Richard Masek Head of Information Security, **Canary Wharf Group**

"CybSafe helps us to maintain engagement and vigilance across user security behaviours."

- Suthida Janthawong Learning & Development Manager, **Perspectum Diagnostics**

"CybSafe has allowed us to see and understand various aspects of our human cyber risk profile that we simply wouldn't get from just training and phishing. We can clearly identify any changes in security behaviour and respond accordingly."

- Steven Pendleton Chief Information Security Officer, **BMT Global**

"CybSafe is just another level. It provides us with really robust metrics that help us measure where our people are. Their behaviours as well as their attitudes."

- Caroline Bansraj Global Head of Cyber Security Education & Awareness, **Credit Suisse**

"Having the data and metrics available has enabled us to confidently make informed decisions..."

- Alexandre Pieyre Group Information Security Leader, **IQEQ**

"...easy to use, convenient, and provides great data to ensure that everyone within the organisation is doing their bit as far as possible."

- Andrew Gardner Finance Director, **Brookhouse Group**

"We've been able to measure that nearly 40% of our users have adopted more secure behaviours through using CybSafe - it's been a real eye-opener for us!"

- Simon White Global Head of Cloud Operations, **Karhoo**

"We've had a huge number of very useful suggestions and ideas from our people that we're now implementing on the ground. CybSafe has really helped us to open those channels of communication."

- Andy Gammon IT Director, **Genius Sports**

What are the main features?



Certified Cyber Security Awareness
 NCSC and CIISec accredited Security Awareness Training designed to educate and influence behaviours.



Assist
 An intelligent application feature that gives people access to the cyber security help they need, when they need it.



Awareness Toolkit
 A library of resources that help supercharge your awareness programme.



Newsfeed
 Personalised cyber security news and updates through a dedicated newsfeed.



Sim-IQ
 Intelligent social engineering (including phishing) simulations and susceptibility insights.



Protect
 A digitised 'smart list' that leverages personalised behavioural nudges and develops positive security habits.



Behaviour-IQ
 Advanced security behaviour risk management and reporting suite.



Nudge-IQ
 Automated, personalised behavioural nudges for everyone.



Culture-IQ
 A people-centric security culture assessment plus insights and recommendations.



Sentiment-IQ
 An anonymised cyber security sentiment and attitude analysis engine.



Metr-IQ
 Metrics, data, insights and reports for your security awareness, behaviour and culture programme.



Connect
 A mobile application that provides cyber security advice and support whenever and wherever you need it.



AWARENESS HUB



BEHAVIOUR CHANGE HUB



CULTURE HUB

STARTER

Awareness Toolkit
 Certified Awareness Training & Education
 Metr-IQ Reporting, Metrics & Analytics
 SAML-based Single Sign On (SSO)
 Branded Platform

Sim-IQ Simulated Attacks
 Metr-IQ Reporting, Metrics & Analytics
 SAML-based Single Sign On (SSO)
 Branded Platform

Culture-IQ
 Metr-IQ Reporting, Metrics & Analytics
 SAML-based Single Sign On (SSO)
 Branded Platform

PRO

STARTER plus:
 Assist
 Newsfeed
 Connect

STARTER plus:
 Behaviour-IQ
 Protect
 Nudge-IQ
 Connect

STARTER plus:
 Sentiment-IQ
 Connect

ENTERPRISE

PRO plus:
 AD Integration / User Provisioning
 Priority Support
 API Access
 Data Export

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 AD Integration / User Provisioning
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 API Access
 Data Export

MANAGED SERVICE HUB

ADVANCED

- Named Customer Success Manager
- Account Configuration
- Administrator Training
- Priority Support
- Platform Orientation
- Campaign Communications Library
- Quarterly Board Reports

PREMIER

- User Insight Response Support
- Behavioural Science Insight & Evaluation
- Ask an Expert
- Annual Security Culture Assessment (Culture Hub only)
- On-Demand Reports
- Post-Breach Analysis Report

Customisation, Managed Service & Other Options

Customisation

If one of the CybSafe products doesn't do what you need, we're happy to discuss customisations. Like custom learning content, extra translations and technical integrations, for example. Contact us to see how we can help.

Managed Service

CybSafe Managed Service provides extra support. It's for organisations who want to take their CybSafe deployment to the next level.

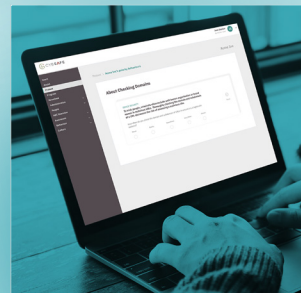
It's ideal for any organisation where a one-size-fits-all solution may not be suitable. If you want specialist help in tailoring a programme to meet your needs, then the Managed Service is for you.

There are four main areas of support:

- **Strategy Development & Goal Setting.** We can help you align your security requirements with your culture and goals. We help you work out which departments carry most risk, who needs most support and how to drive security engagement in your organisation.
- **Collaborative Planning.** We can build a framework to deliver on your strategic objectives. We can assist with internal communications to drive user engagement. And we can work out what you should measure.
- **Regular Interaction.** We can take care of tasks like onboarding users. We can help manage users across departments. And we can manage any support issues. We'll check and respond to user queries & engagement within the platform.
- **Constant Measurement & Reporting.** We take the hard work out of producing reports for leaders. We can help them see where human cyber risk lies. We also ensure you can report on and assess progress and return on investment.

Single Sign-On (SSO) & User Provisioning

CybSafe is compatible with most major SSO and Directory Management providers. If your current solution isn't listed, don't worry. We can always discuss ways we can work to support it. Just let us know in advance of placing an order.



The Important Bits

For a full list of our terms and conditions please see our 'Terms and Conditions' document or visit www.cybsafe.com

On-boarding

Every organisation is different. So our onboarding process is flexible. We adapt to help maximise platform uptake.

You'll see below what a typical deployment process with CybSafe looks like. That said, we're happy to help with whatever you may need in the run up to launch so you hit the ground running.

1. A CybSafe Customer Success Manager or Account Manager runs you through a planning session. We discuss any technical requirements (like single sign-on user provisioning) and customisations.
2. You get one-to-one support with rolling out CybSafe. We can support all administrators as part of the onboarding process. We'll confirm setup requirements and advise on how to roll out the campaign. You'll also have self-guided product tours. They cover the platform, features, reporting and analytics.
3. Your designated administrators assess training content. If needed, you can add contextual annotations and links to your security policies.
4. If needed, we can run a simulated attack campaign. This includes phishing and USB drops. It's usually conducted up to a month before deployment. The simulations baseline user behaviour.
5. We launch initial knowledge checks and cultural assessments to baseline user awareness and attitude.

6. We can support you with whatever you need to get up and running. All we need is a confirmed order and we can get you set up in no time.

Ongoing Support

Our Customer Support advisors are available during UK business hours (excluding public holidays). They're on hand to help with support, feature requests or any other questions.

The Support team also provides documentation, training and information from our Help Centre. This helps you get to grips with the different aspects of your account.

We'll have regular update calls throughout your subscription period. We want to make sure you are delighted with your service. But mainly to make sure you are getting as much value as possible from CybSafe.

Quality Assurance & Performance Testing

CybSafe manages a release pipeline. It consists of automated tests, quality assurance and routine performance benchmarking.

Service Scope

CybSafe releases updates during business hours, operating a zero-downtime deployment policy. Where possible, we conduct significant maintenance outside of business hours and following reasonable notice.

Off-boarding

The minimum term agreement is 12 months. Each term renews at the anniversary of the start date. Customers can notify CybSafe of non-renewal in writing at any point.

Technical Requirements

As a SaaS-based platform, CybSafe is accessible from any web-enabled device. Supported browsers include:



Internet Explorer 11
Microsoft Internet Explorer (11)



Microsoft Edge
(current and last major revision)



Mozilla Firefox
(current and last major revision)



Google Chrome
(current and last major revision)



Apple Safari
(current and last major revision)

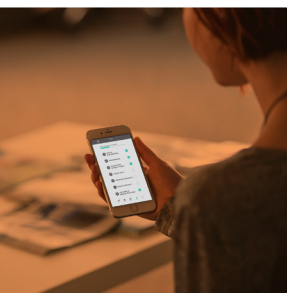
Some subscription levels include our dedicated mobile app **CybSafe Connect**. The platform is also mobile-responsive. Supported mobile browsers include:



Chrome for Android
(current and last major revision)



iOS Safari
(current and last major revision)



CybSafe is designed to be versatile, so if your browser is a few years out of date you'll still be able to use most features without too many problems.

Human cyber risk management. Evolved.

Contact us

To learn more about what we do, or to take a tour of the platform, just get in touch!

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